

RAB / GfK MRI AUTO PROFILE: CADILLAC

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
Adults 18+	Unwgted	48273	147	125	104	829	829	413	421
	Weighted (000)	240780	618	478	347	3710	3710	1634	1865
	Horz %	100.00	0.26	0.20	0.14	1.54	1.54	0.68	0.77
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100	100	100
Male	Unwgted	24392	73	69	54	449	449	208	188
	Weighted (000)	116178	322	219	149	1853	1853	718	703
	Horz %	100.00	0.28	0.19	0.13	1.60	1.60	0.62	0.60
	Vert %	48.25	52.13	45.89	43.04	49.95	49.95	43.91	37.68
	Index	100	108	95	89	104	104	91	78
Female	Unwgted	23881	74	56	50	380	380	205	233
	Weighted (000)	124602	296	258	198	1857	1857	917	1162
	Horz %	100.00	0.24	0.21	0.16	1.49	1.49	0.74	0.93
	Vert %	51.75	47.87	54.11	56.96	50.05	50.05	56.09	62.32
	Index	100	93	105	110	97	97	108	120
Age 18-24	Unwgted	3822	4	4	4	33	33	9	21
	Weighted (000)	30214	13	36	20	230	230	51	116
	Horz %	100.00	0.04	0.12	0.07	0.76	0.76	0.17	0.38
	Vert %	12.55	2.12	7.59	5.72	6.21	6.21	3.09	6.23
	Index	100	17	60	46	49	49	25	50
Age 25-34	Unwgted	8153	21	27	7	91	91	26	60
	Weighted (000)	42657	71	100	35	445	445	120	316
	Horz %	100.00	0.17	0.23	0.08	1.04	1.04	0.28	0.74
	Vert %	17.72	11.50	20.93	10.11	12.00	12.00	7.37	16.94
	Index	100	65	118	57	68	68	42	96
Age 35-44	Unwgted	8482	27	21	13	98	98	34	62
	Weighted (000)	40077	116	73	34	454	454	124	284
	Horz %	100.00	0.29	0.18	0.09	1.13	1.13	0.31	0.71
	Vert %	16.64	18.80	15.28	9.84	12.23	12.23	7.57	15.22
	Index	100	113	92	59	73	73	45	91
Age 45-54	Unwgted	8893	23	31	27	176	176	90	88
	Weighted (000)	43246	130	114	92	842	842	363	407
	Horz %	100.00	0.30	0.26	0.21	1.95	1.95	0.84	0.94
	Vert %	17.96	21.06	23.77	26.51	22.68	22.68	22.20	21.84
	Index	100	117	132	148	126	126	124	122
Age 55-64	Unwgted	8384	28	26	24	160	160	96	84
	Weighted (000)	39759	116	100	69	653	653	373	349
	Horz %	100.00	0.29	0.25	0.17	1.64	1.64	0.94	0.88
	Vert %	16.51	18.85	20.89	19.77	17.61	17.61	22.83	18.71
	Index	100	114	127	120	107	107	138	113
Age 65+	Unwgted	10539	44	16	29	271	271	158	106
	Weighted (000)	44827	171	55	97	1086	1086	604	393
	Horz %	100.00	0.38	0.12	0.22	2.42	2.42	1.35	0.88
	Vert %	18.62	27.66	11.55	28.05	29.27	29.27	36.94	21.06
	Index	100	149	62	151	157	157	198	113
Age 21+	Unwgted	46843	145	124	102	814	814	406	413
	Weighted (000)	228583	611	462	331	3601	3601	1588	1813
	Horz %	100.00	0.27	0.20	0.14	1.58	1.58	0.69	0.79
	Vert %	94.93	98.97	96.65	95.21	97.04	97.04	97.18	97.24
	Index	100	104	102	100	102	102	102	102

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			*	*	*			*	
Age 18-34	Unwgt'd	11975	25	31	11	124	124	35	81
	Weighted (000)	72871	84	136	55	676	676	171	432
	Horz %	100.00	0.12	0.19	0.08	0.93	0.93	0.23	0.59
	Vert %	30.26	13.62	28.51	15.83	18.21	18.21	10.46	23.17
	Index	100	45	94	52	60	60	35	77
					*				
Age 18-49	Unwgt'd	24725	68	65	37	296	296	104	184
	Weighted (000)	133805	293	257	147	1498	1498	425	901
	Horz %	100.00	0.22	0.19	0.11	1.12	1.12	0.32	0.67
	Vert %	55.57	47.44	53.78	42.21	40.36	40.36	26.00	48.34
	Index	100	85	97	76	73	73	47	87
					*				
Age 25-54	Unwgt'd	25528	71	79	47	365	365	150	210
	Weighted (000)	125979	317	286	161	1741	1741	607	1007
	Horz %	100.00	0.25	0.23	0.13	1.38	1.38	0.48	0.80
	Vert %	52.32	51.36	59.97	46.46	46.91	46.91	37.13	54.00
	Index	100	98	115	89	90	90	71	103
					*				
Age 35-64	Unwgt'd	25759	78	78	64	434	434	220	234
	Weighted (000)	123081	363	286	195	1948	1948	860	1040
	Horz %	100.00	0.29	0.23	0.16	1.58	1.58	0.70	0.84
	Vert %	51.12	58.71	59.93	56.12	52.51	52.51	52.60	55.77
	Index	100	115	117	110	103	103	103	109
					*				
Age 50+	Unwgt'd	23548	79	60	67	533	533	309	237
	Weighted (000)	106974	325	221	201	2213	2213	1209	963
	Horz %	100.00	0.30	0.21	0.19	2.07	2.07	1.13	0.90
	Vert %	44.43	52.56	46.22	57.79	59.64	59.64	74.00	51.66
	Index	100	118	104	130	134	134	167	116
					*				
Median Age	Unwgt'd								
	Weighted (000)	46.80	52.10	48.10	53.90	53.80	53.80	58.60	50.70
	Horz %								
	Vert %								
	Index	100	111	103	115	115	115	125	108
					*				
Race: White Only	Unwgt'd	34938	116	79	85	611	611	343	305
	Weighted (000)	177950	477	310	287	2748	2748	1375	1377
	Horz %	100.00	0.27	0.17	0.16	1.54	1.54	0.77	0.77
	Vert %	73.91	77.23	64.87	82.79	74.06	74.06	84.16	73.86
	Index	100	104	88	112	100	100	114	100
			*	*	*			*	
Race: Black/African-American Only	Unwgt'd	5766	16	21	11	120	120	43	72
	Weighted (000)	29089	70	57	42	570	570	174	276
	Horz %	100.00	0.24	0.20	0.14	1.96	1.96	0.60	0.95
	Vert %	12.08	11.39	11.98	12.02	15.35	15.35	10.62	14.81
	Index	100	94	99	100	127	127	88	123
			*	*	*	*	*	*	*
Race: Asian	Unwgt'd	2336	5	7	0	28	28	10	10
	Weighted (000)	8427	17	22	0	94	94	36	30
	Horz %	100.00	0.20	0.26	0.00	1.11	1.11	0.43	0.36
	Vert %	3.50	2.69	4.51	0.00	2.52	2.52	2.20	1.61
	Index	100	77	129	0	72	72	63	46
			*	*	*			*	*
Race: Other Race/Multi-Racial	Unwgt'd	7569	15	25	8	98	98	27	44
	Weighted (000)	33741	70	111	18	393	393	85	211
	Horz %	100.00	0.21	0.33	0.05	1.16	1.16	0.25	0.63
	Vert %	14.01	11.38	23.15	5.19	10.59	10.59	5.22	11.33
	Index	100	81	165	37	76	76	37	81

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			*	*	*			*	*
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6274	13	24	5	76	76	25	49
	Weighted (000)	36640	80	134	15	410	410	104	310
	Horz %	100.00	0.22	0.37	0.04	1.12	1.12	0.28	0.85
	Vert %	15.22	13.02	28.06	4.27	11.04	11.04	6.34	16.62
	Index	100	86	184	28	73	73	42	109
			*	*	*	*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgted	1651	6	8	1	25	25	9	22
	Weighted (000)	5719	16	29	3	82	82	22	74
	Horz %	100.00	0.29	0.51	0.06	1.43	1.43	0.39	1.30
	Vert %	2.38	2.66	6.05	0.94	2.20	2.20	1.36	3.97
	Index	100	112	255	40	93	93	57	167
			*	*	*	*	*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	1862	3	7	2	29	29	12	13
	Weighted (000)	9417	9	32	10	144	144	43	57
	Horz %	100.00	0.10	0.34	0.10	1.53	1.53	0.46	0.61
	Vert %	3.91	1.52	6.72	2.76	3.87	3.87	2.64	3.06
	Index	100	39	172	71	99	99	68	78
			*	*	*	*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1118	2	4	1	10	10	1	9
	Weighted (000)	10393	36	26	1	87	87	12	148
	Horz %	100.00	0.35	0.25	0.01	0.84	0.84	0.11	1.42
	Vert %	4.32	5.85	5.51	0.34	2.35	2.35	0.71	7.94
	Index	100	135	128	8	54	54	16	184
			*	*	*	*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1522	1	5	1	11	11	2	4
	Weighted (000)	8987	5	47	1	83	83	13	17
	Horz %	100.00	0.05	0.52	0.01	0.92	0.92	0.14	0.19
	Vert %	3.73	0.74	9.79	0.22	2.24	2.24	0.78	0.90
	Index	100	20	262	6	60	60	21	24
			*	*	*	*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	95	1	0	0	1	1	1	1
	Weighted (000)	1661	14	0	0	14	14	14	14
	Horz %	100.00	0.84	0.00	0.00	0.84	0.84	0.84	0.84
	Vert %	0.69	2.25	0.00	0.00	0.38	0.38	0.85	0.75
	Index	100	327	0	0	54	54	123	108
			*	*	*				
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6767	21	19	27	123	123	77	52
	Weighted (000)	25246	80	58	83	410	410	261	161
	Horz %	100.00	0.32	0.23	0.33	1.62	1.62	1.03	0.64
	Vert %	10.49	12.96	12.09	23.81	11.04	11.04	15.99	8.62
	Index	100	124	115	227	105	105	152	82
			*	*	*				
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	11007	40	36	29	197	197	121	90
	Weighted (000)	45336	140	136	106	720	720	419	301
	Horz %	100.00	0.31	0.30	0.23	1.59	1.59	0.92	0.66
	Vert %	18.83	22.70	28.55	30.55	19.41	19.41	25.65	16.16
	Index	100	121	152	162	103	103	136	86
			*	*	*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2525	11	5	7	48	48	18	26
	Weighted (000)	10486	26	11	25	174	174	58	100
	Horz %	100.00	0.25	0.11	0.23	1.66	1.66	0.55	0.96
	Vert %	4.36	4.16	2.39	7.08	4.68	4.68	3.55	5.38
	Index	100	96	55	163	108	108	81	124
			*	*	*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3281	9	18	5	73	73	38	45
	Weighted (000)	13387	41	51	16	299	299	165	201
	Horz %	100.00	0.31	0.38	0.12	2.23	2.23	1.24	1.50
	Vert %	5.56	6.67	10.73	4.74	8.05	8.05	10.12	10.77
	Index	100	120	193	85	145	145	182	194

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			*	*	*				
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10114	33	16	24	172	172	78	93
	Weighted (000)	45271	111	36	71	696	696	305	412
	Horz %	100.00	0.25	0.08	0.16	1.54	1.54	0.67	0.91
	Vert %	18.80	18.00	7.51	20.54	18.75	18.75	18.64	22.12
	Index	100	96	40	109	100	100	99	118
			*	*	*				
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10354	25	23	10	173	173	70	95
	Weighted (000)	71224	136	140	39	1116	1116	357	560
	Horz %	100.00	0.19	0.20	0.05	1.57	1.57	0.50	0.79
	Vert %	29.58	21.95	29.35	11.21	30.08	30.08	21.85	30.05
	Index	100	74	99	38	102	102	74	102
			*	*	*	*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4225	8	8	2	43	43	11	20
	Weighted (000)	29828	84	45	7	297	297	69	129
	Horz %	100.00	0.28	0.15	0.02	0.99	0.99	0.23	0.43
	Vert %	12.39	13.55	9.38	2.07	7.99	7.99	4.20	6.90
	Index	100	109	76	17	65	65	34	56
			*	*	*	*	*	*	*
Currently Attending College or University	Unwgted	3453	5	4	4	31	31	10	31
	Weighted (000)	19367	14	9	17	155	155	27	136
	Horz %	100.00	0.07	0.05	0.09	0.80	0.80	0.14	0.70
	Vert %	8.04	2.32	1.89	4.75	4.18	4.18	1.67	7.30
	Index	100	29	24	59	52	52	21	91
			*	*	*	*	*	*	*
Employed Full Time	Unwgted	24928	86	81	64	416	416	205	214
	Weighted (000)	116486	363	258	179	1718	1718	738	876
	Horz %	100.00	0.31	0.22	0.15	1.47	1.47	0.63	0.75
	Vert %	48.38	58.80	54.06	51.50	46.31	46.31	45.19	47.00
	Index	100	122	112	106	96	96	93	97
			*	*	*	*	*	*	*
Employed Part Time	Unwgted	5673	12	11	8	85	85	39	42
	Weighted (000)	29663	48	64	42	481	481	180	204
	Horz %	100.00	0.16	0.22	0.14	1.62	1.62	0.61	0.69
	Vert %	12.32	7.84	13.47	11.98	12.97	12.97	11.04	10.97
	Index	100	64	109	97	105	105	90	89
			*	*	*	*	*	*	*
Not Employed	Unwgted	17672	49	33	32	328	328	169	165
	Weighted (000)	94631	206	155	127	1511	1511	715	784
	Horz %	100.00	0.22	0.16	0.13	1.60	1.60	0.76	0.83
	Vert %	39.30	33.35	32.46	36.52	40.73	40.73	43.77	42.03
	Index	100	85	83	93	104	104	111	107
			*	*	*	*	*	*	*
Temporarily Unemployed	Unwgted	1992	1	1	0	21	21	7	16
	Weighted (000)	13071	1	1	0	106	106	26	98
	Horz %	100.00	0.01	0.01	0.00	0.81	0.81	0.20	0.75
	Vert %	5.43	0.11	0.15	0.00	2.86	2.86	1.58	5.26
	Index	100	2	3	0	53	53	29	97
			*	*	*	*	*	*	*
Retired from Employment	Unwgted	10157	34	20	28	244	244	138	102
	Weighted (000)	45370	146	103	101	1003	1003	548	409
	Horz %	100.00	0.32	0.23	0.22	2.21	2.21	1.21	0.90
	Vert %	18.84	23.58	21.57	28.95	27.04	27.04	33.55	21.94
	Index	100	125	114	154	143	143	178	116
			*	*	*	*	*	*	*
Not Employed, Principal Shopper for Household	Unwgted	2514	9	9	3	38	38	17	28
	Weighted (000)	16486	38	42	20	273	273	106	192
	Horz %	100.00	0.23	0.26	0.12	1.66	1.66	0.64	1.16
	Vert %	6.85	6.10	8.88	5.84	7.36	7.36	6.49	10.29
	Index	100	89	130	85	108	108	95	150

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			*	*	*				
Occupation: Professional and Related Occupations	Unwgt'd	7447	20	21	23	114	114	58	67
	Weighted (000)	33261	71	53	69	374	374	174	235
	Horz %	100.00	0.21	0.16	0.21	1.13	1.13	0.52	0.71
	Vert %	13.81	11.43	11.09	19.90	10.09	10.09	10.62	12.61
	Index	100	83	80	144	73	73	77	91
			*	*	*				
Occupation: Management, Business and Financial Operations	Unwgt'd	6565	27	26	23	129	129	79	55
	Weighted (000)	24062	85	53	65	394	394	246	200
	Horz %	100.00	0.35	0.22	0.27	1.64	1.64	1.02	0.83
	Vert %	9.99	13.68	11.01	18.58	10.62	10.62	15.06	10.70
	Index	100	137	110	186	106	106	151	107
			*	*	*				
Occupation: Sales and Office Occupations	Unwgt'd	5945	15	19	12	90	90	45	53
	Weighted (000)	32600	64	100	40	529	529	237	248
	Horz %	100.00	0.20	0.31	0.12	1.62	1.62	0.73	0.76
	Vert %	13.54	10.39	20.92	11.50	14.24	14.24	14.47	13.29
	Index	100	77	154	85	105	105	107	98
			*	*	*				
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgt'd	2586	12	6	8	47	47	18	20
	Weighted (000)	13486	64	19	23	221	221	78	85
	Horz %	100.00	0.47	0.14	0.17	1.64	1.64	0.58	0.63
	Vert %	5.60	10.35	3.89	6.63	5.97	5.97	4.75	4.56
	Index	100	185	69	118	107	107	85	81
			*	*	*				
Occupation: Other Employed	Unwgt'd	8058	24	20	6	121	121	44	61
	Weighted (000)	42740	129	99	24	681	681	185	313
	Horz %	100.00	0.30	0.23	0.06	1.59	1.59	0.43	0.73
	Vert %	17.75	20.80	20.63	6.87	18.35	18.35	11.32	16.81
	Index	100	117	116	39	103	103	64	95
			*	*	*				
Household Income: \$250,000+	Unwgt'd	1862	14	13	13	57	57	40	17
	Weighted (000)	7072	66	24	27	182	182	128	52
	Horz %	100.00	0.93	0.34	0.38	2.58	2.58	1.81	0.73
	Vert %	2.94	10.66	4.98	7.64	4.92	4.92	7.82	2.77
	Index	100	363	170	260	167	167	266	94
			*	*	*				
Household Income: \$200,000-\$249,999	Unwgt'd	1511	4	5	7	28	28	12	14
	Weighted (000)	6244	13	24	18	89	89	40	63
	Horz %	100.00	0.21	0.39	0.29	1.43	1.43	0.64	1.01
	Vert %	2.59	2.14	5.10	5.13	2.41	2.41	2.45	3.38
	Index	100	83	197	198	93	93	95	130
			*	*	*				
Household Income: \$150,000-\$199,999	Unwgt'd	3595	14	12	22	84	84	51	32
	Weighted (000)	16937	41	44	85	359	359	236	148
	Horz %	100.00	0.24	0.26	0.50	2.12	2.12	1.39	0.87
	Vert %	7.03	6.70	9.30	24.59	9.68	9.68	14.46	7.91
	Index	100	95	132	350	138	138	206	112
			*	*	*				
Household Income: \$100,000-\$149,999	Unwgt'd	7160	29	25	25	150	150	94	67
	Weighted (000)	37688	111	104	93	726	726	447	294
	Horz %	100.00	0.29	0.28	0.25	1.93	1.93	1.19	0.78
	Vert %	15.65	17.90	21.87	26.80	19.56	19.56	27.34	15.78
	Index	100	114	140	171	125	125	175	101
			*	*	*				
Household Income: \$75,000-\$99,999	Unwgt'd	6228	31	21	20	141	141	70	56
	Weighted (000)	32225	144	78	72	623	623	274	262
	Horz %	100.00	0.45	0.24	0.22	1.93	1.93	0.85	0.81
	Vert %	13.38	23.38	16.24	20.75	16.79	16.79	16.74	14.05
	Index	100	175	121	155	125	125	125	105

RAB / GfK MRI AUTO PROFILE: CADILLAC

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
			*	*	*			*	*
Household Income: \$60,000-\$74,999	Unwgt'd	4977	15	13	5	84	84	45	44
	Weighted (000)	25163	77	33	18	401	401	154	223
	Horz %	100.00	0.31	0.13	0.07	1.59	1.59	0.61	0.89
	Vert %	10.45	12.45	6.98	5.27	10.81	10.81	9.44	11.98
	Index	100	119	67	50	103	103	90	115
			*	*	*			*	*
Household Income: \$50,000-\$59,999	Unwgt'd	3803	17	6	4	69	69	37	32
	Weighted (000)	18770	53	34	21	287	287	123	161
	Horz %	100.00	0.28	0.18	0.11	1.53	1.53	0.65	0.86
	Vert %	7.80	8.64	7.09	6.10	7.72	7.72	7.51	8.63
	Index	100	111	91	78	99	99	96	111
			*	*	*			*	*
Household Income: \$40,000-\$49,999	Unwgt'd	4778	6	12	0	70	70	23	48
	Weighted (000)	20586	18	70	0	331	331	91	162
	Horz %	100.00	0.09	0.34	0.00	1.61	1.61	0.44	0.79
	Vert %	8.55	2.84	14.72	0.00	8.92	8.92	5.59	8.68
	Index	100	33	172	0	104	104	65	102
			*	*	*			*	*
Household Income: \$30,000-\$39,999	Unwgt'd	4643	5	8	5	63	63	19	43
	Weighted (000)	22039	11	43	10	251	251	67	165
	Horz %	100.00	0.05	0.19	0.05	1.14	1.14	0.30	0.75
	Vert %	9.15	1.72	8.92	2.90	6.77	6.77	4.11	8.85
	Index	100	19	97	32	74	74	45	97
			*	*	*	*	*	*	*
Household Income: \$20,000-\$29,999	Unwgt'd	4346	7	8	3	49	49	14	32
	Weighted (000)	21849	28	20	3	225	225	33	136
	Horz %	100.00	0.13	0.09	0.01	1.03	1.03	0.15	0.62
	Vert %	9.07	4.55	4.15	0.83	6.07	6.07	2.01	7.30
	Index	100	50	46	9	67	67	22	81
			*	*	*	*	*	*	*
Household Income: Under \$20,000	Unwgt'd	5370	5	2	0	34	34	8	36
	Weighted (000)	32207	56	3	0	236	236	41	199
	Horz %	100.00	0.17	0.01	0.00	0.73	0.73	0.13	0.62
	Vert %	13.38	9.03	0.66	0.00	6.35	6.35	2.51	10.65
	Index	100	68	5	0	48	48	19	80
Median Household Income	Unwgt'd								
	Weighted (000)	62.90	86.50	86.50	126.40	80.00	80.00	103.80	67.40
	Horz %								
	Vert %								
	Index	100	137	137	201	127	127	165	107
			*	*	*			*	*
Marital Status: Single, Never Married	Unwgt'd	11890	21	19	6	117	117	38	85
	Weighted (000)	67363	74	105	26	656	656	177	408
	Horz %	100.00	0.11	0.16	0.04	0.97	0.97	0.26	0.61
	Vert %	27.98	11.90	22.08	7.58	17.69	17.69	10.86	21.86
	Index	100	43	79	27	63	63	39	78
Marital Status: Currently Married	Unwgt'd	24640	86	81	79	506	506	272	231
	Weighted (000)	127911	417	310	263	2352	2352	1170	1116
	Horz %	100.00	0.33	0.24	0.21	1.84	1.84	0.91	0.87
	Vert %	53.12	67.43	64.85	75.61	63.38	63.38	71.60	59.86
	Index	100	127	122	142	119	119	135	113
			*	*	*			*	*
Marital Status: Divorced or Legally Separated	Unwgt'd	7948	27	23	8	135	135	72	68
	Weighted (000)	30646	71	44	14	457	457	195	240
	Horz %	100.00	0.23	0.14	0.05	1.49	1.49	0.64	0.78
	Vert %	12.73	11.56	9.26	4.07	12.32	12.32	11.91	12.86
	Index	100	91	73	32	97	97	94	101

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
			*	*	*			*	*
Marital Status: Widowed	Unwgt'd	3795	13	2	11	71	71	31	37
	Weighted (000)	14859	56	18	44	245	245	92	101
	Horz %	100.00	0.38	0.12	0.30	1.65	1.65	0.62	0.68
	Vert %	6.17	9.11	3.81	12.74	6.61	6.61	5.63	5.42
	Index	100	148	62	206	107	107	91	88
Marital Status: Engaged to Be Married			*	*	*	*	*	*	*
	Unwgt'd	1949	2	5	3	24	24	12	10
	Weighted (000)	10768	7	21	9	119	119	58	53
	Horz %	100.00	0.07	0.19	0.09	1.11	1.11	0.53	0.49
	Index	100	26	97	60	72	72	79	63
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)			*	*	*	*	*	*	*
	Unwgt'd	3390	13	8	2	47	47	23	24
	Weighted (000)	20609	38	50	9	265	265	99	124
	Horz %	100.00	0.18	0.24	0.04	1.29	1.29	0.48	0.60
	Index	100	72	123	29	84	84	71	78
Any Child(ren) Under Age 18 Living at Home			*	*	*			*	
	Unwgt'd	18110	46	67	33	250	250	95	165
	Weighted (000)	95244	211	243	117	1151	1151	334	808
	Horz %	100.00	0.22	0.26	0.12	1.21	1.21	0.35	0.85
	Index	100	86	129	85	78	78	52	109
1 Child Under Age 18 Currently Living at Home			*	*	*			*	
	Unwgt'd	7249	21	23	15	99	99	40	68
	Weighted (000)	38782	102	45	51	439	439	147	331
	Horz %	100.00	0.26	0.12	0.13	1.13	1.13	0.38	0.85
	Index	100	103	59	91	74	74	56	110
2 Children Under Age 18 Currently Living at Home			*	*	*			*	
	Unwgt'd	6875	14	25	14	93	93	38	51
	Weighted (000)	34084	66	91	60	446	446	136	240
	Horz %	100.00	0.19	0.27	0.18	1.31	1.31	0.40	0.70
	Index	100	75	134	123	85	85	59	91
3 Children Under Age 18 Currently Living at Home			*	*	*	*	*	*	*
	Unwgt'd	2656	8	11	1	35	35	13	34
	Weighted (000)	14443	34	67	1	169	169	28	155
	Horz %	100.00	0.23	0.46	0.01	1.17	1.17	0.20	1.07
	Index	100	91	234	6	76	76	29	139
4 Children Under Age 18 Currently Living at Home			*	*	*	*	*	*	*
	Unwgt'd	917	3	4	2	15	15	3	6
	Weighted (000)	5134	10	10	3	45	45	12	31
	Horz %	100.00	0.19	0.20	0.06	0.88	0.88	0.24	0.60
	Index	100	73	100	40	57	57	35	77
5 or More Children Under Age 18 Currently Living at Home			*	*	*	*	*	*	*
	Unwgt'd	413	0	4	1	8	8	1	6
	Weighted (000)	2801	0	30	1	51	51	10	51
	Horz %	100.00	0.00	1.05	0.04	1.81	1.81	0.35	1.80
	Index	100	0	531	29	118	118	52	233
Own Home/Residence	Unwgt'd	33144	125	98	92	689	689	370	321
	Weighted (000)	160200	530	379	299	3048	3048	1472	1388
	Horz %	100.00	0.33	0.24	0.19	1.90	1.90	0.92	0.87
	Vert %	66.53	85.84	79.45	85.99	82.14	82.14	90.07	74.42
	Index	100	129	119	129	123	123	135	112

RAB / GfK MRI AUTO PROFILE: CADILLAC

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
			*	*	*			*	
Rent Home/Residence	Unwgt'd	14554	22	27	11	135	135	41	97
	Weighted (000)	77579	88	98	44	628	628	142	456
	Horz %	100.00	0.11	0.13	0.06	0.81	0.81	0.18	0.59
	Vert %	32.22	14.16	20.55	12.56	16.92	16.92	8.69	24.47
	Index	100	44	64	39	53	53	27	76
			*	*	*	*	*	*	*
Live Rent-Free in Home/Residence	Unwgt'd	575	0	0	1	5	5	2	3
	Weighted (000)	3001	0	0	5	35	35	20	21
	Horz %	100.00	0.00	0.00	0.17	1.15	1.15	0.68	0.69
	Vert %	1.25	0.00	0.00	1.45	0.93	0.93	1.24	1.11
	Index	100	0	0	116	75	75	99	89
			*	*	*				
Census Region: North East	Unwgt'd	11292	38	11	13	151	151	88	90
	Weighted (000)	43596	121	28	38	606	606	255	295
	Horz %	100.00	0.28	0.06	0.09	1.39	1.39	0.58	0.68
	Vert %	18.11	19.62	5.78	10.90	16.33	16.33	15.58	15.82
	Index	100	108	32	60	90	90	86	87
			*	*	*				
Census Region: South	Unwgt'd	16777	46	60	45	324	324	154	150
	Weighted (000)	90561	185	219	171	1456	1456	694	716
	Horz %	100.00	0.20	0.24	0.19	1.61	1.61	0.77	0.79
	Vert %	37.61	29.95	45.79	49.24	39.24	39.24	42.47	38.39
	Index	100	80	122	131	104	104	113	102
			*	*	*				
Census Region: Midwest	Unwgt'd	10348	31	31	27	211	211	104	116
	Weighted (000)	51575	152	80	72	928	928	416	528
	Horz %	100.00	0.30	0.16	0.14	1.80	1.80	0.81	1.02
	Vert %	21.42	24.66	16.77	20.82	25.01	25.01	25.45	28.31
	Index	100	115	78	97	117	117	119	132
			*	*	*				
Census Region: West	Unwgt'd	9856	32	23	19	143	143	67	65
	Weighted (000)	55047	159	151	66	721	721	270	326
	Horz %	100.00	0.29	0.27	0.12	1.31	1.31	0.49	0.59
	Vert %	22.86	25.77	31.66	19.04	19.42	19.42	16.50	17.48
	Index	100	113	138	83	85	85	72	76
			*	*	*	*	*	*	*
Census Sub-Region: New England	Unwgt'd	2902	6	3	2	25	25	15	13
	Weighted (000)	11431	12	8	5	102	102	48	51
	Horz %	100.00	0.11	0.07	0.04	0.89	0.89	0.42	0.45
	Vert %	4.75	2.01	1.58	1.33	2.75	2.75	2.95	2.73
	Index	100	42	33	28	58	58	62	58
			*	*	*				
Census Sub-Region: Mid Atlantic	Unwgt'd	8390	32	8	11	126	126	73	77
	Weighted (000)	32165	109	20	33	504	504	206	244
	Horz %	100.00	0.34	0.06	0.10	1.57	1.57	0.64	0.76
	Vert %	13.36	17.61	4.20	9.57	13.59	13.59	12.62	13.09
	Index	100	132	31	72	102	102	94	98
			*	*	*				
Census Sub-Region: South Atlantic	Unwgt'd	9468	26	26	26	159	159	79	84
	Weighted (000)	46537	120	85	92	689	689	357	383
	Horz %	100.00	0.26	0.18	0.20	1.48	1.48	0.77	0.82
	Vert %	19.33	19.47	17.85	26.58	18.57	18.57	21.85	20.55
	Index	100	101	92	138	96	96	113	106
			*	*	*	*	*	*	*
Census Sub-Region: East South Central	Unwgt'd	1936	3	3	3	33	33	13	17
	Weighted (000)	14894	11	16	5	229	229	71	117
	Horz %	100.00	0.07	0.10	0.04	1.54	1.54	0.47	0.79
	Vert %	6.19	1.74	3.26	1.54	6.17	6.17	4.32	6.30
	Index	100	28	53	25	100	100	70	102

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
			*	*	*				*
Census Sub-Region: West South Central	Unwgt'd	5373	17	31	16	132	132	62	49
	Weighted (000)	29130	54	118	73	538	538	266	215
	Horz %	100.00	0.19	0.40	0.25	1.85	1.85	0.91	0.74
	Vert %	12.10	8.73	24.68	21.12	14.50	14.50	16.30	11.55
	Index	100	72	204	175	120	120	135	95
			*	*	*				*
Census Sub-Region: East North Central	Unwgt'd	7954	30	24	26	177	177	93	102
	Weighted (000)	35969	148	53	67	702	702	326	421
	Horz %	100.00	0.41	0.15	0.19	1.95	1.95	0.91	1.17
	Vert %	14.94	23.99	11.12	19.20	18.93	18.93	19.98	22.56
	Index	100	161	74	129	127	127	134	151
			*	*	*	*	*	*	*
Census Sub-Region: West North Central	Unwgt'd	2394	1	7	1	34	34	11	14
	Weighted (000)	15607	4	27	6	225	225	89	107
	Horz %	100.00	0.03	0.17	0.04	1.44	1.44	0.57	0.69
	Vert %	6.48	0.67	5.65	1.62	6.07	6.07	5.47	5.75
	Index	100	10	87	25	94	94	84	89
			*	*	*	*	*	*	*
Census Sub-Region: Mountain	Unwgt'd	2516	9	4	2	33	33	15	21
	Weighted (000)	17393	52	33	8	197	197	80	172
	Horz %	100.00	0.30	0.19	0.04	1.13	1.13	0.46	0.99
	Vert %	7.22	8.46	6.96	2.20	5.30	5.30	4.90	9.20
	Index	100	117	96	30	73	73	68	127
			*	*	*	*	*	*	*
Census Sub-Region: Pacific	Unwgt'd	7340	23	19	17	110	110	52	44
	Weighted (000)	37654	107	118	58	524	524	190	154
	Horz %	100.00	0.28	0.31	0.16	1.39	1.39	0.50	0.41
	Vert %	15.64	17.31	24.70	16.84	14.12	14.12	11.61	8.28
	Index	100	111	158	108	90	90	74	53
			*	*	*	*	*	*	*
County Size: A	Unwgt'd	26336	93	76	66	455	455	243	236
	Weighted (000)	101038	316	193	180	1487	1487	716	788
	Horz %	100.00	0.31	0.19	0.18	1.47	1.47	0.71	0.78
	Vert %	41.96	51.17	40.31	51.80	40.07	40.07	43.84	42.26
	Index	100	122	96	123	95	95	104	101
			*	*	*	*	*	*	*
County Size: B	Unwgt'd	11787	29	27	28	206	206	102	111
	Weighted (000)	70879	161	147	121	1132	1132	516	600
	Horz %	100.00	0.23	0.21	0.17	1.60	1.60	0.73	0.85
	Vert %	29.44	26.06	30.77	34.94	30.52	30.52	31.56	32.17
	Index	100	89	105	119	104	104	107	109
			*	*	*	*	*	*	*
County Size: C/D	Unwgt'd	10150	25	22	10	168	168	68	74
	Weighted (000)	68862	141	138	46	1091	1091	402	477
	Horz %	100.00	0.20	0.20	0.07	1.58	1.58	0.58	0.69
	Vert %	28.60	22.77	28.91	13.26	29.41	29.41	24.60	25.56
	Index	100	80	101	46	103	103	86	89
			*	*	*	*	*	*	*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1208	3	3	4	22	22	12	10
	Weighted (000)	4881	15	3	13	73	73	29	36
	Horz %	100.00	0.30	0.05	0.27	1.50	1.50	0.59	0.75
	Vert %	2.03	2.40	0.55	3.80	1.97	1.97	1.75	1.95
	Index	100	118	27	188	97	97	86	96
			*	*	*	*	*	*	*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgt'd	8156	28	15	16	128	128	69	74
	Weighted (000)	39455	125	49	59	548	548	264	311
	Horz %	100.00	0.32	0.12	0.15	1.39	1.39	0.67	0.79
	Vert %	16.39	20.27	10.31	16.88	14.77	14.77	16.17	16.65
	Index	100	124	63	103	90	90	99	102

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
			*	*	*	*	*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1202	3	1	1	16	16	9	10
	Weighted (000)	6602	33	1	2	92	92	40	52
	Horz %	100.00	0.49	0.01	0.03	1.39	1.39	0.61	0.79
	Vert %	2.74	5.26	0.21	0.62	2.47	2.47	2.46	2.81
	Index	100	192	8	23	90	90	90	102
			*	*	*	*	*	*	*
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	287	0	1	0	9	9	3	7
	Weighted (000)	1442	0	17	0	56	56	20	44
	Horz %	100.00	0.00	1.17	0.00	3.90	3.90	1.39	3.07
	Vert %	0.60	0.00	3.53	0.00	1.52	1.52	1.23	2.38
	Index	100	0	589	0	253	253	205	396
			*	*	*	*	*	*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2864	10	7	16	61	61	43	35
	Weighted (000)	8071	30	11	29	140	140	92	70
	Horz %	100.00	0.37	0.14	0.36	1.73	1.73	1.14	0.86
	Vert %	3.35	4.90	2.38	8.26	3.77	3.77	5.65	3.74
	Index	100	146	71	246	112	112	168	112
			*	*	*	*	*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3437	10	12	12	65	65	30	29
	Weighted (000)	12832	20	30	36	214	214	81	98
	Horz %	100.00	0.16	0.24	0.28	1.67	1.67	0.63	0.76
	Vert %	5.33	3.28	6.35	10.35	5.77	5.77	4.95	5.23
	Index	100	62	119	194	108	108	93	98
			*	*	*	*	*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	884	4	4	4	20	20	14	8
	Weighted (000)	4021	6	12	13	68	68	50	37
	Horz %	100.00	0.14	0.31	0.32	1.68	1.68	1.25	0.93
	Vert %	1.67	0.94	2.61	3.76	1.82	1.82	3.07	2.00
	Index	100	56	156	225	109	109	184	120
			*	*	*	*	*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3316	10	7	7	52	52	26	18
	Weighted (000)	15752	51	13	20	204	204	65	74
	Horz %	100.00	0.32	0.08	0.13	1.30	1.30	0.41	0.47
	Vert %	6.54	8.21	2.66	5.88	5.51	5.51	3.95	3.95
	Index	100	126	41	90	84	84	60	60
			*	*	*	*	*	*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8653	24	30	17	130	130	50	79
	Weighted (000)	45814	107	137	63	678	678	194	382
	Horz %	100.00	0.23	0.30	0.14	1.48	1.48	0.42	0.83
	Vert %	19.03	17.38	28.75	18.07	18.27	18.27	11.85	20.46
	Index	100	91	151	95	96	96	62	108
			*	*	*	*	*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2973	8	4	9	58	58	29	37
	Weighted (000)	14188	39	7	22	231	231	99	138
	Horz %	100.00	0.28	0.05	0.15	1.63	1.63	0.70	0.97
	Vert %	5.89	6.33	1.40	6.22	6.23	6.23	6.06	7.39
	Index	100	107	24	105	106	106	103	125
			*	*	*	*	*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3601	12	5	5	58	58	31	35
	Weighted (000)	18087	60	17	12	257	257	92	127
	Horz %	100.00	0.33	0.10	0.07	1.42	1.42	0.51	0.70
	Vert %	7.51	9.75	3.62	3.39	6.92	6.92	5.61	6.83
	Index	100	130	48	45	92	92	75	91
			*	*	*	*	*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1383	4	0	6	27	27	19	13
	Weighted (000)	5415	7	0	25	90	90	61	38
	Horz %	100.00	0.12	0.00	0.46	1.66	1.66	1.13	0.69
	Vert %	2.25	1.06	0.00	7.25	2.42	2.42	3.73	2.01
	Index	100	47	0	322	108	108	166	90

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
			*	*	*				
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8065	26	22	22	134	134	66	64
	Weighted (000)	46392	111	81	81	620	620	274	364
	Horz %	100.00	0.24	0.18	0.18	1.34	1.34	0.59	0.78
	Vert %	19.27	18.04	17.04	23.46	16.72	16.72	16.76	19.52
	Index	100	94	88	122	87	87	87	101
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)			*	*	*	*	*	*	*
	Unwgted	289	0	2	0	6	6	2	1
	Weighted (000)	1180	0	2	0	11	11	4	1
	Horz %	100.00	0.00	0.16	0.00	0.97	0.97	0.30	0.06
	Index	100	0	79	0	63	63	45	8
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)			*	*	*	*	*	*	*
	Unwgted	730	2	0	1	10	10	3	9
	Weighted (000)	4011	3	0	1	36	36	4	37
	Horz %	100.00	0.08	0.00	0.03	0.90	0.90	0.11	0.92
	Index	100	30	0	24	58	58	16	118
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)			*	*	*	*	*	*	*
	Unwgted	2429	5	8	4	28	28	4	21
	Weighted (000)	15349	51	45	8	157	157	30	118
	Horz %	100.00	0.34	0.29	0.05	1.02	1.02	0.20	0.77
	Index	100	131	148	36	66	66	29	99
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)			*	*	*	*	*	*	*
	Unwgted	3507	13	8	5	54	54	28	31
	Weighted (000)	16479	52	16	21	187	187	110	98
	Horz %	100.00	0.31	0.09	0.13	1.13	1.13	0.66	0.59
	Index	100	122	47	89	74	74	98	77
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)			*	*	*	*	*	*	*
	Unwgted	702	2	0	2	11	11	6	9
	Weighted (000)	2542	10	0	12	57	57	32	26
	Horz %	100.00	0.40	0.00	0.49	2.24	2.24	1.24	1.04
	Index	100	154	0	336	145	145	183	134
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)			*	*	*	*	*	*	*
	Unwgted	991	3	6	2	14	14	2	11
	Weighted (000)	6494	23	43	2	73	73	17	82
	Horz %	100.00	0.36	0.66	0.03	1.12	1.12	0.26	1.26
	Index	100	138	335	21	73	73	39	163
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)			*	*	*	*	*	*	*
	Unwgted	5900	18	13	12	104	104	57	47
	Weighted (000)	23011	72	52	45	402	402	200	174
	Horz %	100.00	0.31	0.23	0.20	1.75	1.75	0.87	0.76
	Index	100	121	114	136	113	113	128	98
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)			*	*	*	*	*	*	*
	Unwgted	1671	5	3	3	36	36	16	17
	Weighted (000)	8714	10	15	11	163	163	54	83
	Horz %	100.00	0.11	0.17	0.13	1.87	1.87	0.62	0.96
	Index	100	44	84	87	121	121	91	123
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)			*	*	*	*	*	*	*
	Unwgted	2634	10	5	5	35	35	16	13
	Weighted (000)	10681	45	16	14	126	126	63	40
	Horz %	100.00	0.42	0.15	0.13	1.18	1.18	0.59	0.37
	Index	100	166	74	88	76	76	87	48

RAB / GfK MRI AUTO PROFILE: CADILLAC

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
			*	*	*			*	*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3953	10	12	10	68	68	30	40
	Weighted (000)	20069	40	34	45	339	339	113	173
	Horz %	100.00	0.20	0.17	0.22	1.69	1.69	0.56	0.86
	Vert %	8.34	6.44	7.06	13.00	9.13	9.13	6.89	9.29
	Index	100	77	85	156	110	110	83	111
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)			*	*	*	*	*	*	*
	Unwgted	2820	8	11	5	44	44	16	31
	Weighted (000)	14985	21	56	24	216	216	65	140
	Horz %	100.00	0.14	0.37	0.16	1.44	1.44	0.44	0.93
	Index	100	54	188	112	93	93	64	121
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)			*	*	*	*	*	*	*
	Unwgted	3771	7	5	4	40	40	22	37
	Weighted (000)	18525	26	10	12	176	176	84	184
	Horz %	100.00	0.14	0.06	0.07	0.95	0.95	0.45	0.99
	Index	100	56	28	47	62	62	67	128
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)			*	*	*	*	*	*	*
	Unwgted	1166	4	6	3	27	27	14	13
	Weighted (000)	6001	13	37	8	96	96	45	43
	Horz %	100.00	0.21	0.62	0.14	1.60	1.60	0.75	0.72
	Index	100	84	313	97	104	104	110	93
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*	*	*	*	*	*	*
	Unwgted	791	2	0	3	6	6	0	6
	Weighted (000)	4990	28	0	7	46	46	0	28
	Horz %	100.00	0.57	0.00	0.13	0.92	0.92	0.00	0.56
	Index	100	222	0	92	60	60	0	72
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*	*	*	*	*	*	*
	Unwgted	315	0	0	0	1	1	1	3
	Weighted (000)	1793	0	0	0	1	1	1	13
	Horz %	100.00	0.00	0.00	0.00	0.08	0.08	0.08	0.70
	Index	100	0	0	0	5	5	12	91
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)			*	*	*	*	*	*	*
	Unwgted	5190	19	16	11	104	104	45	62
	Weighted (000)	26664	69	32	39	476	476	160	210
	Horz %	100.00	0.26	0.12	0.15	1.78	1.78	0.60	0.79
	Index	100	100	60	101	116	116	88	101
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)			*	*	*	*	*	*	*
	Unwgted	2379	7	9	7	52	52	23	28
	Weighted (000)	11083	33	20	18	219	219	70	89
	Horz %	100.00	0.29	0.18	0.16	1.98	1.98	0.63	0.80
	Index	100	115	93	111	128	128	93	103
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)			*	*	*	*	*	*	*
	Unwgted	1939	5	1	3	33	33	12	18
	Weighted (000)	11362	22	5	18	230	230	73	66
	Horz %	100.00	0.20	0.04	0.16	2.02	2.02	0.64	0.58
	Index	100	77	20	110	131	131	94	75
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)			*	*	*	*	*	*	*
	Unwgted	1269	4	1	2	12	12	6	6
	Weighted (000)	7051	8	4	15	47	47	27	28
	Horz %	100.00	0.11	0.06	0.21	0.67	0.67	0.38	0.40
	Index	100	43	32	149	43	43	56	52

RAB / GfK MRI AUTO PROFILE: CADILLAC

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt'd	40314	131	115	97	724	724	365	368
	Weighted (000)	198598	547	416	327	3196	3196	1403	1574
	Horz %	100.00	0.28	0.21	0.16	1.61	1.61	0.71	0.79
	Vert %	82.48	88.59	87.17	94.06	86.15	86.15	85.83	84.40
	Index	100	107	106	114	104	104	104	102
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt'd	24949	88	70	59	438	438	225	226
	Weighted (000)	119900	330	245	188	1773	1773	748	982
	Horz %	100.00	0.28	0.20	0.16	1.48	1.48	0.62	0.82
	Vert %	49.80	53.38	51.22	54.20	47.79	47.79	45.79	52.66
	Index	100	107	103	109	96	96	92	106
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt'd	18085	67	49	53	370	370	179	185
	Weighted (000)	89896	302	169	176	1674	1674	696	737
	Horz %	100.00	0.34	0.19	0.20	1.86	1.86	0.77	0.82
	Vert %	37.34	48.92	35.30	50.60	45.12	45.12	42.58	39.51
	Index	100	131	95	136	121	121	114	106
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt'd	21647	79	62	56	392	392	195	191
	Weighted (000)	104254	294	187	206	1583	1583	628	809
	Horz %	100.00	0.28	0.18	0.20	1.52	1.52	0.60	0.78
	Vert %	43.30	47.64	39.22	59.38	42.66	42.66	38.45	43.36
	Index	100	110	91	137	99	99	89	100
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt'd	7445	29	20	19	130	130	76	66
	Weighted (000)	38037	127	67	59	572	572	281	298
	Horz %	100.00	0.33	0.18	0.16	1.50	1.50	0.74	0.78
	Vert %	15.80	20.54	13.97	17.12	15.43	15.43	17.18	15.98
	Index	100	130	88	108	98	98	109	101
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2311	4	6	3	36	36	14	10
	Weighted (000)	11829	7	23	5	173	173	53	52
	Horz %	100.00	0.06	0.20	0.04	1.46	1.46	0.45	0.44
	Vert %	4.91	1.19	4.86	1.36	4.65	4.65	3.25	2.82
	Index	100	24	99	28	95	95	66	57
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	15558	51	42	42	270	270	148	161
	Weighted (000)	75340	214	167	141	1148	1148	528	634
	Horz %	100.00	0.28	0.22	0.19	1.52	1.52	0.70	0.84
	Vert %	31.29	34.60	34.90	40.61	30.95	30.95	32.31	33.98
	Index	100	111	112	130	99	99	103	109
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21529	76	68	55	393	393	189	223
	Weighted (000)	103236	342	257	198	1757	1757	684	922
	Horz %	100.00	0.33	0.25	0.19	1.70	1.70	0.66	0.89
	Vert %	42.88	55.39	53.76	57.11	47.35	47.35	41.88	49.45
	Index	100	129	125	133	110	110	98	115
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16365	52	46	34	281	281	144	164
	Weighted (000)	81300	204	142	117	1264	1264	522	692
	Horz %	100.00	0.25	0.18	0.14	1.55	1.55	0.64	0.85
	Vert %	33.77	33.02	29.81	33.56	34.06	34.06	31.92	37.09
	Index	100	98	88	99	101	101	95	110
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	7820	22	19	16	129	129	71	78
	Weighted (000)	39381	89	54	46	569	569	255	367
	Horz %	100.00	0.23	0.14	0.12	1.45	1.45	0.65	0.93
	Vert %	16.36	14.42	11.36	13.27	15.34	15.34	15.62	19.67
	Index	100	88	69	81	94	94	95	120

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
			*	*	*	*	*	*	*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgted	1948	3	6	1	31	31	12	17
	Weighted (000)	9954	11	24	2	139	139	36	86
	Horz %	100.00	0.11	0.25	0.02	1.40	1.40	0.36	0.86
	Vert %	4.13	1.79	5.11	0.47	3.76	3.76	2.22	4.61
	Index	100	43	124	11	91	91	54	111
			*	*	*				
Where Listen to Radio on Typical Weekday: Home	Unwgted	12806	40	33	31	220	220	119	124
	Weighted (000)	62580	154	94	114	909	909	427	514
	Horz %	100.00	0.25	0.15	0.18	1.45	1.45	0.68	0.82
	Vert %	25.99	24.89	19.75	32.75	24.50	24.50	26.11	27.58
	Index	100	96	76	126	94	94	100	106
			*	*	*				
Where Listen to Radio on Typical Weekday: Car	Unwgted	37001	123	104	95	679	679	342	347
	Weighted (000)	181109	465	341	315	2885	2885	1311	1467
	Horz %	100.00	0.26	0.19	0.17	1.59	1.59	0.72	0.81
	Vert %	75.22	75.22	71.44	90.59	77.75	77.75	80.20	78.69
	Index	100	100	95	120	103	103	107	105
			*	*	*				
Where Listen to Radio on Typical Weekday: Work	Unwgted	5690	26	14	9	91	91	43	56
	Weighted (000)	29668	130	56	20	428	428	175	282
	Horz %	100.00	0.44	0.19	0.07	1.44	1.44	0.59	0.95
	Vert %	12.32	21.01	11.80	5.71	11.53	11.53	10.70	15.15
	Index	100	171	96	46	94	94	87	123
			*	*	*	*	*	*	*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgted	1158	7	3	3	22	22	11	13
	Weighted (000)	6331	19	10	16	114	114	44	52
	Horz %	100.00	0.29	0.15	0.25	1.80	1.80	0.70	0.83
	Vert %	2.63	2.99	2.04	4.50	3.08	3.08	2.71	2.81
	Index	100	114	77	171	117	117	103	107
			*	*	*				
Where Listen to Radio on Typical Weekend: Home	Unwgted	14791	49	34	38	262	262	135	154
	Weighted (000)	72174	226	113	147	1126	1126	500	619
	Horz %	100.00	0.31	0.16	0.20	1.56	1.56	0.69	0.86
	Vert %	29.97	36.66	23.64	42.45	30.33	30.33	30.57	33.21
	Index	100	122	79	142	101	101	102	111
			*	*	*				
Where Listen to Radio on Typical Weekend: Car	Unwgted	33975	109	100	84	606	606	303	319
	Weighted (000)	166202	430	335	262	2613	2613	1175	1348
	Horz %	100.00	0.26	0.20	0.16	1.57	1.57	0.71	0.81
	Vert %	69.03	69.63	70.14	75.52	70.41	70.41	71.90	72.27
	Index	100	101	102	109	102	102	104	105
			*	*	*	*	*	*	*
Where Listen to Radio on Typical Weekend: Work	Unwgted	2031	8	7	3	38	38	14	26
	Weighted (000)	11015	38	30	7	202	202	62	103
	Horz %	100.00	0.34	0.27	0.06	1.83	1.83	0.57	0.94
	Vert %	4.57	6.07	6.31	1.89	5.44	5.44	3.82	5.54
	Index	100	133	138	41	119	119	83	121
			*	*	*	*	*	*	*
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgted	1137	5	2	2	19	19	9	13
	Weighted (000)	6306	13	8	5	91	91	45	72
	Horz %	100.00	0.21	0.13	0.08	1.45	1.45	0.71	1.15
	Vert %	2.62	2.09	1.66	1.52	2.47	2.47	2.75	3.88
	Index	100	80	63	58	94	94	105	148
			*	*	*				
Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	9226	29	22	24	187	187	104	86
	Weighted (000)	37690	88	61	67	640	640	341	273
	Horz %	100.00	0.23	0.16	0.18	1.70	1.70	0.91	0.72
	Vert %	15.65	14.24	12.79	19.44	17.25	17.25	20.89	14.62
	Index	100	91	82	124	110	110	133	93

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	36061	108	100	81	607	607	287	320
	Weighted (000)	181675	468	373	285	2767	2767	1089	1438
	Horz %	100.00	0.26	0.21	0.16	1.52	1.52	0.60	0.79
	Vert %	75.45	75.75	78.09	82.14	74.59	74.59	66.65	77.13
	Index	100	100	103	109	99	99	88	102
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	39115	118	104	90	675	675	329	347
	Weighted (000)	193871	507	385	310	3039	3039	1249	1513
	Horz %	100.00	0.26	0.20	0.16	1.57	1.57	0.64	0.78
	Vert %	80.52	82.09	80.55	89.27	81.92	81.92	76.45	81.17
	Index	100	102	100	111	102	102	95	101
Ever Listen to Satellite Radio (SiriusXM)	Unwgted	6485	44	25	37	193	193	123	90
	Weighted (000)	28450	169	78	116	725	725	482	330
	Horz %	100.00	0.59	0.28	0.41	2.55	2.55	1.69	1.16
	Vert %	11.82	27.27	16.41	33.39	19.54	19.54	29.50	17.69
	Index	100	231	139	283	165	165	250	150
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	8939	55	39	55	263	263	169	125
	Weighted (000)	41160	201	113	172	1044	1044	667	477
	Horz %	100.00	0.49	0.27	0.42	2.54	2.54	1.62	1.16
	Vert %	17.09	32.48	23.56	49.44	28.14	28.14	40.79	25.56
	Index	100	190	138	289	165	165	239	150
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	14712	84	69	70	435	435	265	183
	Weighted (000)	71398	365	212	258	1813	1813	1045	806
	Horz %	100.00	0.51	0.30	0.36	2.54	2.54	1.46	1.13
	Vert %	29.65	59.06	44.44	74.16	48.87	48.87	63.92	43.21
	Index	100	199	150	250	165	165	216	146
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12557	48	45	44	251	251	172	132
	Weighted (000)	62882	229	134	148	1012	1012	669	643
	Horz %	100.00	0.36	0.21	0.23	1.61	1.61	1.06	1.02
	Vert %	26.12	37.07	28.05	42.52	27.28	27.28	40.93	34.50
	Index	100	142	107	163	104	104	157	132
listened online to streaming AM/FM broadcast radio stations	Unwgted	7450	21	23	24	120	120	66	66
	Weighted (000)	36486	71	123	61	477	477	229	308
	Horz %	100.00	0.19	0.34	0.17	1.31	1.31	0.63	0.84
	Vert %	15.15	11.46	25.76	17.60	12.85	12.85	13.98	16.49
	Index	100	76	170	116	85	85	92	109
listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.)	Unwgted	14104	46	35	31	219	219	113	140
	Weighted (000)	70596	166	140	112	992	992	463	591
	Horz %	100.00	0.24	0.20	0.16	1.41	1.41	0.66	0.84
	Vert %	29.32	26.88	29.30	32.32	26.74	26.74	28.30	31.69
	Index	100	92	100	110	91	91	97	108
Listened to Any Radio on the Internet/Online-Past Month	Unwgted	20341	63	57	49	310	310	164	197
	Weighted (000)	101859	216	205	158	1308	1308	619	871
	Horz %	100.00	0.21	0.20	0.15	1.28	1.28	0.61	0.86
	Vert %	42.30	34.96	42.85	45.44	35.25	35.25	37.87	46.73
	Index	100	83	101	107	83	83	90	110
Visited a radio station, radio program or radio personality's website	Unwgted	3495	16	8	11	73	73	31	38
	Weighted (000)	16642	47	27	29	271	271	101	144
	Horz %	100.00	0.28	0.16	0.17	1.63	1.63	0.61	0.86
	Vert %	6.91	7.67	5.62	8.21	7.30	7.30	6.21	7.71
	Index	100	111	81	119	106	106	90	112

RAB / GfK MRI AUTO PROFILE: CADILLAC

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
			*	*	*				
Downloaded music - Past Month	Unwgt'd	10131	34	24	27	167	167	78	94
	Weighted (000)	53361	128	95	96	816	816	366	465
	Horz %	100.00	0.24	0.18	0.18	1.53	1.53	0.69	0.87
	Vert %	22.16	20.77	19.95	27.72	21.99	21.99	22.39	24.94
	Index	100	94	90	125	99	99	101	113
			*	*	*	*	*	*	*
Downloaded or listened to podcasts/podcasting - past month	Unwgt'd	2692	7	10	3	39	39	16	12
	Weighted (000)	11952	29	25	17	181	181	54	63
	Horz %	100.00	0.24	0.21	0.14	1.52	1.52	0.45	0.52
	Vert %	4.96	4.64	5.31	4.94	4.89	4.89	3.28	3.36
	Index	100	93	107	100	98	98	66	68
			*	*	*			*	*
Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days)	Unwgt'd	3490	13	13	11	59	59	30	38
	Weighted (000)	17709	48	46	35	251	251	114	236
	Horz %	100.00	0.27	0.26	0.20	1.42	1.42	0.64	1.33
	Vert %	7.36	7.71	9.61	10.18	6.78	6.78	6.99	12.66
	Index	100	105	131	138	92	92	95	172
			*	*	*			*	*
Listened to iTunes/last 30 days (measured as website visited/last 30 days)	Unwgt'd	7650	24	24	26	119	119	66	64
	Weighted (000)	36645	73	93	78	488	488	248	309
	Horz %	100.00	0.20	0.25	0.21	1.33	1.33	0.68	0.84
	Vert %	15.22	11.85	19.42	22.39	13.16	13.16	15.16	16.59
	Index	100	78	128	147	86	86	100	109
			*	*	*			*	*
Listened to Pandora/last 30 days (measured as website visited/last 30 days)	Unwgt'd	13348	38	41	28	202	202	106	138
	Weighted (000)	68670	163	145	101	952	952	448	613
	Horz %	100.00	0.24	0.21	0.15	1.39	1.39	0.65	0.89
	Vert %	28.52	26.35	30.30	29.09	25.65	25.65	27.39	32.90
	Index	100	92	106	102	90	90	96	115
			*	*	*			*	*
Listened to Spotify/last 30 days (measured as website visited/last 30 days)	Unwgt'd	4026	11	9	4	50	50	24	30
	Weighted (000)	21138	22	38	16	206	206	89	143
	Horz %	100.00	0.10	0.18	0.07	0.97	0.97	0.42	0.67
	Vert %	8.78	3.57	7.95	4.51	5.55	5.55	5.43	7.65
	Index	100	41	91	51	63	63	62	87
			*	*	*			*	*
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt'd	16441	48	58	39	306	306	149	165
	Weighted (000)	83247	191	230	124	1329	1329	591	787
	Horz %	100.00	0.23	0.28	0.15	1.60	1.60	0.71	0.95
	Vert %	34.57	30.93	48.25	35.85	35.83	35.83	36.15	42.22
	Index	100	89	140	104	104	104	105	122
			*	*	*			*	*
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt'd	13568	36	48	34	246	246	120	126
	Weighted (000)	68583	155	195	96	1125	1125	525	598
	Horz %	100.00	0.23	0.28	0.14	1.64	1.64	0.77	0.87
	Vert %	28.48	25.12	40.89	27.77	30.31	30.31	32.12	32.09
	Index	100	88	144	97	106	106	113	113
			*	*	*			*	*
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt'd	16787	41	53	36	295	295	134	170
	Weighted (000)	84735	169	214	114	1305	1305	569	751
	Horz %	100.00	0.20	0.25	0.13	1.54	1.54	0.67	0.89
	Vert %	35.19	27.29	44.87	32.77	35.17	35.17	34.82	40.30
	Index	100	78	127	93	100	100	99	115
			*	*	*			*	*
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt'd	12871	30	40	29	231	231	100	124
	Weighted (000)	66195	144	150	92	1066	1066	439	578
	Horz %	100.00	0.22	0.23	0.14	1.61	1.61	0.66	0.87
	Vert %	27.49	23.36	31.35	26.39	28.73	28.73	26.85	31.00
	Index	100	85	114	96	104	104	98	113

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38660	124	101	93	711	711	363	348
	Weighted (000)	189912	488	367	315	3157	3157	1463	1524
	Horz %	100.00	0.26	0.19	0.17	1.66	1.66	0.77	0.80
	Vert %	78.87	78.98	76.84	90.86	85.07	85.07	89.52	81.71
	Index	100	100	97	115	108	108	114	104
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30696	93	77	82	578	578	296	287
	Weighted (000)	149196	385	283	280	2608	2608	1178	1204
	Horz %	100.00	0.26	0.19	0.19	1.75	1.75	0.79	0.81
	Vert %	61.96	62.33	59.35	80.51	70.28	70.28	72.07	64.56
	Index	100	101	96	130	113	113	116	104
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26491	77	70	66	500	500	258	243
	Weighted (000)	129997	314	263	234	2230	2230	1058	1052
	Horz %	100.00	0.24	0.20	0.18	1.72	1.72	0.81	0.81
	Vert %	53.99	50.81	55.10	67.46	60.10	60.10	64.71	56.42
	Index	100	94	102	125	111	111	120	105
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30904	94	85	80	575	575	295	292
	Weighted (000)	150311	371	294	264	2497	2497	1168	1294
	Horz %	100.00	0.25	0.20	0.18	1.66	1.66	0.78	0.86
	Vert %	62.43	60.07	61.54	76.15	67.30	67.30	71.45	69.39
	Index	100	96	99	122	108	108	114	111
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13385	39	27	22	252	252	111	129
	Weighted (000)	71448	203	105	93	1376	1376	545	601
	Horz %	100.00	0.28	0.15	0.13	1.93	1.93	0.76	0.84
	Vert %	29.67	32.78	22.05	26.72	37.09	37.09	33.36	32.23
	Index	100	110	74	90	125	125	112	109
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	23966	70	58	55	428	428	213	226
	Weighted (000)	120410	307	247	182	1952	1952	850	930
	Horz %	100.00	0.26	0.21	0.15	1.62	1.62	0.71	0.77
	Vert %	50.01	49.70	51.69	52.38	52.61	52.61	51.99	49.87
	Index	100	99	103	105	105	105	104	100
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	7819	27	22	23	172	172	74	85
	Weighted (000)	39930	144	54	69	783	783	345	365
	Horz %	100.00	0.36	0.14	0.17	1.96	1.96	0.86	0.91
	Vert %	16.58	23.31	11.34	20.00	21.10	21.10	21.09	19.56
	Index	100	141	68	121	127	127	127	118
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	19776	56	52	44	361	361	171	188
	Weighted (000)	98663	219	223	147	1679	1679	693	841
	Horz %	100.00	0.22	0.23	0.15	1.70	1.70	0.70	0.85
	Vert %	40.98	35.40	46.76	42.24	45.25	45.25	42.38	45.10
	Index	100	86	114	103	110	110	103	110
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23713	72	69	61	450	450	222	235
	Weighted (000)	118404	344	235	207	1961	1961	860	986
	Horz %	100.00	0.29	0.20	0.17	1.66	1.66	0.73	0.83
	Vert %	49.18	55.60	49.17	59.56	52.84	52.84	52.66	52.90
	Index	100	113	100	121	107	107	107	108
Downloaded a TV Program - Past Month	Unwgted	2546	7	6	9	42	42	23	24
	Weighted (000)	12316	40	19	33	219	219	105	98
	Horz %	100.00	0.32	0.16	0.27	1.78	1.78	0.85	0.79
	Vert %	5.11	6.44	4.04	9.58	5.91	5.91	6.42	5.25
	Index	100	126	79	187	116	116	126	103

RAB / GfK MRI AUTO PROFILE: CADILLAC

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
			*	*	*				
Watched a TV Program Online - Past Month	Unwgted	8662	22	22	20	125	125	60	63
	Weighted (000)	42288	85	73	67	537	537	212	271
	Horz %	100.00	0.20	0.17	0.16	1.27	1.27	0.50	0.64
	Vert %	17.56	13.71	15.27	19.40	14.47	14.47	12.96	14.51
	Index	100	78	87	110	82	82	74	83
			*	*	*				
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	10361	25	29	20	158	158	73	97
	Weighted (000)	49642	68	106	62	640	640	253	451
	Horz %	100.00	0.14	0.21	0.12	1.29	1.29	0.51	0.91
	Vert %	20.62	11.04	22.10	17.86	17.26	17.26	15.47	24.17
	Index	100	54	107	87	84	84	75	117
			*	*	*				
Looked at TV Listings Online - Past Month	Unwgted	5556	24	21	14	112	112	64	54
	Weighted (000)	25739	78	72	54	417	417	203	206
	Horz %	100.00	0.30	0.28	0.21	1.62	1.62	0.79	0.80
	Vert %	10.69	12.64	15.15	15.61	11.23	11.23	12.42	11.04
	Index	100	118	142	146	105	105	116	103
Household Subscribes to Cable TV	Unwgted	22719	78	58	58	428	428	237	219
	Weighted (000)	108255	337	212	200	1905	1905	911	822
	Horz %	100.00	0.31	0.20	0.18	1.76	1.76	0.84	0.76
	Vert %	44.96	54.47	44.48	57.61	51.36	51.36	55.75	44.10
	Index	100	121	99	128	114	114	124	98
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	39029	134	108	102	742	742	385	361
	Weighted (000)	191150	552	388	337	3322	3322	1548	1601
	Horz %	100.00	0.29	0.20	0.18	1.74	1.74	0.81	0.84
	Vert %	79.39	89.27	81.24	97.10	89.53	89.53	94.76	85.87
	Index	100	112	102	122	113	113	119	108
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	37639	129	104	99	712	712	369	353
	Weighted (000)	184440	536	370	333	3195	3195	1455	1549
	Horz %	100.00	0.29	0.20	0.18	1.73	1.73	0.79	0.84
	Vert %	76.60	86.77	77.52	95.91	86.11	86.11	89.02	83.08
	Index	100	113	101	125	112	112	116	108
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	27789	99	78	72	539	539	277	269
	Weighted (000)	137528	396	294	231	2451	2451	1140	1219
	Horz %	100.00	0.29	0.21	0.17	1.78	1.78	0.83	0.89
	Vert %	57.12	64.03	61.60	66.46	66.06	66.06	69.79	65.36
	Index	100	112	108	116	116	116	122	114
				*	*				
Viewed Any Premium Cable Channels - Past Month	Unwgted	16374	58	40	45	312	312	151	159
	Weighted (000)	77280	233	125	145	1356	1356	544	710
	Horz %	100.00	0.30	0.16	0.19	1.75	1.75	0.70	0.92
	Vert %	32.10	37.69	26.24	41.68	36.55	36.55	33.29	38.10
	Index	100	117	82	130	114	114	104	119
			*	*	*				
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	6244	23	21	18	120	120	70	75
	Weighted (000)	29338	96	58	54	540	540	286	351
	Horz %	100.00	0.33	0.20	0.18	1.84	1.84	0.97	1.20
	Vert %	12.18	15.52	12.21	15.44	14.55	14.55	17.50	18.81
	Index	100	127	100	127	119	119	144	154
			*	*	*				
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13643	43	38	40	236	236	137	138
	Weighted (000)	59903	159	126	109	937	937	498	562
	Horz %	100.00	0.26	0.21	0.18	1.56	1.56	0.83	0.94
	Vert %	24.88	25.66	26.32	31.51	25.25	25.25	30.50	30.14
	Index	100	103	106	127	101	101	123	121

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
Household Has a Satellite Dish			*	*	*				
	Unwgted	10901	37	34	26	205	205	87	105
	Weighted (000)	62972	154	134	97	1077	1077	416	591
	Horz %	100.00	0.25	0.21	0.15	1.71	1.71	0.66	0.94
	Vert %	26.15	25.00	28.16	27.83	29.03	29.03	25.44	31.68
Index	100	96	108	106	111	111	97	121	
Household Has a Digital Video Recorder (DVR)									
	Unwgted	24213	85	75	77	483	483	255	236
	Weighted (000)	117400	309	263	254	2202	2202	1022	1010
	Horz %	100.00	0.26	0.22	0.22	1.88	1.88	0.87	0.86
	Vert %	48.76	50.06	55.14	73.19	59.35	59.35	62.55	54.16
Index	100	103	113	150	122	122	128	111	
Any Internet/Online Activity - Past Month									
	Unwgted	41735	134	113	101	729	729	374	373
	Weighted (000)	203627	509	427	335	3142	3142	1436	1581
	Horz %	100.00	0.25	0.21	0.16	1.54	1.54	0.71	0.78
	Vert %	84.57	82.45	89.47	96.50	84.69	84.69	87.90	84.81
Index	100	97	106	114	100	100	104	100	
Played Games Online - Past Month			*	*	*				
	Unwgted	13858	41	33	33	219	219	110	128
	Weighted (000)	73582	145	118	121	1045	1045	459	591
	Horz %	100.00	0.20	0.16	0.16	1.42	1.42	0.62	0.80
	Vert %	30.56	23.53	24.79	34.90	28.17	28.17	28.11	31.69
Index	100	77	81	114	92	92	92	104	
Downloaded a Video Game - Past Month			*	*	*			*	*
	Unwgted	5181	8	15	7	61	61	25	49
	Weighted (000)	29277	27	45	27	309	309	119	221
	Horz %	100.00	0.09	0.15	0.09	1.06	1.06	0.41	0.76
	Vert %	12.16	4.33	9.46	7.66	8.32	8.32	7.30	11.87
Index	100	36	78	63	68	68	60	98	
Downloaded a Movie - Past Month			*	*	*			*	*
	Unwgted	4298	9	14	12	66	66	33	29
	Weighted (000)	21411	39	44	42	290	290	120	123
	Horz %	100.00	0.18	0.20	0.20	1.35	1.35	0.56	0.58
	Vert %	8.89	6.27	9.18	12.10	7.80	7.80	7.35	6.62
Index	100	70	103	136	88	88	83	74	
Watched a Movie Online - Past Month			*	*	*				
	Unwgted	10210	27	27	20	136	136	61	79
	Weighted (000)	51231	98	96	80	568	568	235	373
	Horz %	100.00	0.19	0.19	0.16	1.11	1.11	0.46	0.73
	Vert %	21.28	15.92	20.18	23.09	15.32	15.32	14.39	20.01
Index	100	75	95	109	72	72	68	94	
Watched Online Video (Not Movie, TV) - Past Month			*	*	*				
	Unwgted	8994	27	27	22	137	137	64	74
	Weighted (000)	44949	93	122	84	608	608	252	366
	Horz %	100.00	0.21	0.27	0.19	1.35	1.35	0.56	0.81
	Vert %	18.67	14.98	25.55	24.09	16.38	16.38	15.40	19.64
Index	100	80	137	129	88	88	82	105	
Visited a Chat Room - Past Month			*	*	*	*	*	*	*
	Unwgted	2241	3	6	5	29	29	9	20
	Weighted (000)	11411	15	35	12	131	131	31	84
	Horz %	100.00	0.13	0.31	0.10	1.14	1.14	0.27	0.74
	Vert %	4.74	2.38	7.33	3.40	3.52	3.52	1.90	4.51
Index	100	50	155	72	74	74	40	95	
Used e-Mail - Past Month									
	Unwgted	36995	115	101	94	640	640	337	336
	Weighted (000)	174261	430	364	317	2632	2632	1256	1404
	Horz %	100.00	0.25	0.21	0.18	1.51	1.51	0.72	0.81
	Vert %	72.37	69.53	76.18	91.23	70.93	70.93	76.86	75.30
Index	100	96	105	126	98	98	106	104	

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
Used Instant Messenger/IM Online - Past Month	Unwgted	26705	94	69	66	433	433	218	237
	Weighted (000)	135807	334	240	240	1852	1852	825	1101
	Horz %	100.00	0.25	0.18	0.18	1.36	1.36	0.61	0.81
	Vert %	56.40	54.12	50.34	69.16	49.90	49.90	50.46	59.03
	Index	100	96	89	123	88	88	89	105
Visited Online Blogs - Past Month			*	*	*			*	*
	Unwgted	6524	15	19	17	96	96	45	32
	Weighted (000)	31710	38	68	57	367	367	140	131
	Horz %	100.00	0.12	0.21	0.18	1.16	1.16	0.44	0.41
	Index	100	46	108	124	75	75	65	53
Wrote an Online Blog - Past Month			*	*	*	*	*	*	*
	Unwgted	1311	2	3	4	18	18	5	5
	Weighted (000)	6536	4	3	16	86	86	21	23
	Horz %	100.00	0.07	0.05	0.24	1.32	1.32	0.32	0.36
	Index	100	26	24	169	86	86	47	46
Uploaded or Added Video to a Web Site - Past Month			*	*	*	*	*	*	*
	Unwgted	3852	13	11	3	59	59	21	31
	Weighted (000)	19478	41	51	9	237	237	83	162
	Horz %	100.00	0.21	0.26	0.05	1.22	1.22	0.43	0.83
	Index	100	83	131	32	79	79	63	108
Accessed Any Social/Networking/Photo/Video Web Site - Past Month			*	*	*	*	*	*	*
	Unwgted	35665	116	95	85	590	590	296	313
	Weighted (000)	177442	439	367	279	2541	2541	1139	1339
	Horz %	100.00	0.25	0.21	0.16	1.43	1.43	0.64	0.75
	Index	100	96	104	109	93	93	95	97
Accessed Facebook.com - Past Month			*	*	*	*	*	*	*
	Unwgted	28781	99	78	70	466	466	224	246
	Weighted (000)	145748	378	307	232	2047	2047	867	1117
	Horz %	100.00	0.26	0.21	0.16	1.40	1.40	0.59	0.77
	Index	100	101	106	111	91	91	88	99
Accessed Foursquare - Past Month			*	*	*	*	*	*	*
	Unwgted	326	1	1	0	3	3	1	1
	Weighted (000)	1536	2	1	0	7	7	2	5
	Horz %	100.00	0.14	0.06	0.00	0.45	0.45	0.14	0.31
	Index	100	56	30	0	29	29	21	40
Accessed Google+ (Google Plus) - Past Month			*	*	*	*	*	*	*
	Unwgted	8327	28	21	23	162	162	76	89
	Weighted (000)	41531	112	57	78	671	671	299	421
	Horz %	100.00	0.27	0.14	0.19	1.62	1.62	0.72	1.01
	Index	100	105	69	131	105	105	106	131
Accessed LinkedIn.com - Past Month			*	*	*	*	*	*	*
	Unwgted	7880	34	39	36	156	156	93	72
	Weighted (000)	30933	102	86	88	399	399	224	247
	Horz %	100.00	0.33	0.28	0.29	1.29	1.29	0.72	0.80
	Index	100	128	139	198	84	84	107	103
Accessed Pinterest - Past Month			*	*	*	*	*	*	*
	Unwgted	8547	29	30	28	140	140	72	76
	Weighted (000)	45015	112	103	116	631	631	298	311
	Horz %	100.00	0.25	0.23	0.26	1.40	1.40	0.66	0.69
	Index	100	97	115	178	91	91	98	89

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
			*	*	*	*	*	*	*
Accessed Tumblr - Past Month	Unwgt'd	1746	3	6	2	23	23	12	9
	Weighted (000)	9399	10	18	4	103	103	45	26
	Horz %	100.00	0.11	0.19	0.04	1.10	1.10	0.48	0.27
	Vert %	3.90	1.69	3.71	1.09	2.79	2.79	2.73	1.38
	Index	100	43	95	28	71	71	70	35
			*	*	*			*	*
Accessed Twitter.com - Past Month	Unwgt'd	6090	16	28	14	94	94	45	44
	Weighted (000)	30973	58	72	50	353	353	157	223
	Horz %	100.00	0.19	0.23	0.16	1.14	1.14	0.51	0.72
	Vert %	12.86	9.37	15.06	14.32	9.53	9.53	9.63	11.98
	Index	100	73	117	111	74	74	75	93
			*	*	*			*	*
Accessed Yelp - Past Month	Unwgt'd	3922	14	17	17	72	72	38	26
	Weighted (000)	15511	45	70	47	262	262	141	101
	Horz %	100.00	0.29	0.45	0.31	1.69	1.69	0.91	0.65
	Vert %	6.44	7.35	14.58	13.65	7.06	7.06	8.64	5.42
	Index	100	114	226	212	110	110	134	84
			*	*	*			*	*
Accessed YouTube.com - Past Month	Unwgt'd	24628	78	65	51	380	380	180	204
	Weighted (000)	123561	278	251	179	1561	1561	649	876
	Horz %	100.00	0.23	0.20	0.15	1.26	1.26	0.53	0.71
	Vert %	51.32	45.07	52.62	51.67	42.08	42.08	39.71	46.99
	Index	100	88	103	101	82	82	77	92
			*	*	*			*	*
Posted "Like" on Social Network - Past Month	Unwgt'd	18263	66	58	46	301	301	152	163
	Weighted (000)	93304	237	230	158	1327	1327	547	736
	Horz %	100.00	0.25	0.25	0.17	1.42	1.42	0.59	0.79
	Vert %	38.75	38.38	48.17	45.39	35.75	35.75	33.48	39.47
	Index	100	99	124	117	92	92	86	102
			*	*	*			*	*
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Unwgt'd	9077	31	30	21	143	143	64	71
	Weighted (000)	47933	101	121	79	662	662	251	367
	Horz %	100.00	0.21	0.25	0.16	1.38	1.38	0.52	0.76
	Vert %	19.91	16.36	25.38	22.61	17.84	17.84	15.37	19.66
	Index	100	82	128	114	90	90	77	99
			*	*	*			*	*
Clicked on an Advertisement on Social Network - Past Month	Unwgt'd	6212	21	26	17	117	117	62	66
	Weighted (000)	29666	86	69	67	515	515	216	319
	Horz %	100.00	0.29	0.23	0.22	1.74	1.74	0.73	1.08
	Vert %	12.32	13.93	14.52	19.17	13.89	13.89	13.23	17.13
	Index	100	113	118	156	113	113	107	139
			*	*	*			*	*
Watched a Video on Social Network - Past Month	Unwgt'd	22534	67	55	42	326	326	159	192
	Weighted (000)	114114	248	199	143	1425	1425	599	813
	Horz %	100.00	0.22	0.17	0.12	1.25	1.25	0.52	0.71
	Vert %	47.39	40.14	41.72	41.07	38.42	38.42	36.63	43.62
	Index	100	85	88	87	81	81	77	92
			*	*	*			*	*
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	38445	125	106	92	644	644	332	344
	Weighted (000)	190804	489	372	311	2802	2802	1255	1542
	Horz %	100.00	0.26	0.20	0.16	1.47	1.47	0.66	0.81
	Vert %	79.24	79.13	77.98	89.50	75.51	75.51	76.79	82.69
	Index	100	100	98	113	95	95	97	104
			*	*	*			*	*
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	18075	71	56	44	311	311	166	170
	Weighted (000)	90847	257	178	125	1275	1275	587	832
	Horz %	100.00	0.28	0.20	0.14	1.40	1.40	0.65	0.92
	Vert %	37.73	41.65	37.24	36.05	34.36	34.36	35.94	44.63
	Index	100	110	99	96	91	91	95	118

RAB / GfK MRI AUTO PROFILE: CADILLAC

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
						*			
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	17311	59	59	48	290	290	146	168
	Weighted (000)	87270	216	223	156	1241	1241	530	751
	Horz %	100.00	0.25	0.26	0.18	1.42	1.42	0.61	0.86
	Vert %	36.24	35.01	46.78	44.86	33.46	33.46	32.42	40.25
	Index	100	97	129	124	92	92	89	111
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	22282	77	66	53	356	356	177	213
	Weighted (000)	113761	305	275	173	1592	1592	656	1075
	Horz %	100.00	0.27	0.24	0.15	1.40	1.40	0.58	0.94
	Vert %	47.25	49.42	57.61	49.80	42.92	42.92	40.13	57.65
	Index	100	105	122	105	91	91	85	122
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month			*	*	*				
	Unwgt'd	15000	49	47	24	230	230	105	147
	Weighted (000)	79489	177	152	76	1021	1021	402	772
	Horz %	100.00	0.22	0.19	0.10	1.28	1.28	0.51	0.97
	Index	100	87	97	67	83	83	75	125
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month			*	*	*				
	Unwgt'd	9852	19	30	21	141	141	55	83
	Weighted (000)	51013	81	107	70	598	598	189	396
	Horz %	100.00	0.16	0.21	0.14	1.17	1.17	0.37	0.78
	Index	100	62	106	96	76	76	55	100
Used a Mobile "App" - Past Month			*	*	*				
	Unwgt'd	23794	83	74	61	388	388	206	219
	Weighted (000)	116054	297	264	203	1651	1651	813	959
	Horz %	100.00	0.26	0.23	0.17	1.42	1.42	0.70	0.83
	Index	100	100	115	121	92	92	103	107
Read Any Daily Newspaper (Print/Paper/Hard Copy)			*	*	*				
	Unwgt'd	11920	43	27	37	246	246	152	112
	Weighted (000)	53679	191	74	114	1080	1080	642	432
	Horz %	100.00	0.36	0.14	0.21	2.01	2.01	1.20	0.80
	Index	100	139	70	147	131	131	176	104
Read Any Sunday Newspaper (Print/Paper/Hard Copy)			*	*	*				
	Unwgt'd	15332	62	38	42	333	333	196	167
	Weighted (000)	70866	299	134	135	1480	1480	796	677
	Horz %	100.00	0.42	0.19	0.19	2.09	2.09	1.12	0.96
	Index	100	165	96	132	136	136	165	123
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month			*	*	*				
	Unwgt'd	18436	57	46	48	295	295	155	170
	Weighted (000)	84280	202	158	162	1222	1222	617	743
	Horz %	100.00	0.24	0.19	0.19	1.45	1.45	0.73	0.88
	Index	100	93	95	133	94	94	108	114
Read Classified Advertising in Weekday Newspaper			*	*	*			*	*
	Unwgt'd	3903	9	10	4	71	71	38	48
	Weighted (000)	21071	38	43	17	316	316	136	239
	Horz %	100.00	0.18	0.20	0.08	1.50	1.50	0.65	1.14
	Index	100	69	102	54	97	97	95	147
Read Classified Advertising in Sunda/Weekend Newspaper			*	*	*			*	*
	Unwgt'd	4115	10	16	5	79	79	47	60
	Weighted (000)	21628	74	66	20	377	377	162	316
	Horz %	100.00	0.34	0.30	0.09	1.74	1.74	0.75	1.46
	Index	100	133	153	65	113	113	111	189

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
			*	*	*				
Read Advertisements in Weekday Newspaper	Unwgt'd	4150	11	11	14	100	100	53	62
	Weighted (000)	19673	56	25	45	483	483	239	254
	Horz %	100.00	0.28	0.13	0.23	2.45	2.45	1.22	1.29
	Vert %	8.17	8.99	5.18	13.03	13.02	13.02	14.64	13.63
	Index	100	110	63	159	159	159	179	167
			*	*	*				
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	5230	17	14	18	122	122	65	77
	Weighted (000)	24675	69	32	53	508	508	251	366
	Horz %	100.00	0.28	0.13	0.21	2.06	2.06	1.02	1.48
	Vert %	10.25	11.25	6.74	15.26	13.70	13.70	15.35	19.62
	Index	100	110	66	149	134	134	150	191
			*	*	*				
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5482	11	11	16	110	110	60	71
	Weighted (000)	25536	46	34	44	442	442	231	270
	Horz %	100.00	0.18	0.13	0.17	1.73	1.73	0.91	1.06
	Vert %	10.61	7.51	7.06	12.53	11.92	11.92	14.16	14.45
	Index	100	71	67	118	112	112	134	136
			*	*	*				
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	8125	19	20	22	157	157	86	112
	Weighted (000)	36955	65	69	61	642	642	340	464
	Horz %	100.00	0.18	0.19	0.17	1.74	1.74	0.92	1.26
	Vert %	15.35	10.50	14.54	17.65	17.31	17.31	20.82	24.88
	Index	100	68	95	115	113	113	136	162
			*	*	*				
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4605	23	12	12	91	91	61	69
	Weighted (000)	22586	114	29	34	387	387	226	319
	Horz %	100.00	0.50	0.13	0.15	1.71	1.71	1.00	1.41
	Vert %	9.38	18.41	6.01	9.82	10.43	10.43	13.80	17.11
	Index	100	196	64	105	111	111	147	182
			*	*	*				
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	10890	33	22	34	205	205	116	145
	Weighted (000)	52963	161	70	111	947	947	418	614
	Horz %	100.00	0.30	0.13	0.21	1.79	1.79	0.79	1.16
	Vert %	22.00	25.99	14.63	32.09	25.53	25.53	25.56	32.92
	Index	100	118	67	146	116	116	116	150
			*	*	*			*	*
Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	3183	9	10	10	71	71	43	40
	Weighted (000)	15401	33	32	34	289	289	158	111
	Horz %	100.00	0.21	0.21	0.22	1.87	1.87	1.03	0.72
	Vert %	6.40	5.27	6.73	9.75	7.78	7.78	9.69	5.94
	Index	100	82	105	153	122	122	152	93
			*	*	*	*	*	*	*
Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	2624	5	12	3	45	45	17	34
	Weighted (000)	13074	15	54	12	180	180	42	135
	Horz %	100.00	0.11	0.42	0.09	1.38	1.38	0.32	1.03
	Vert %	5.43	2.36	11.38	3.36	4.86	4.86	2.58	7.25
	Index	100	43	210	62	90	90	48	133
			*	*	*			*	*
Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	5381	14	20	12	107	107	56	62
	Weighted (000)	26513	47	83	44	443	443	191	203
	Horz %	100.00	0.18	0.31	0.17	1.67	1.67	0.72	0.77
	Vert %	11.01	7.62	17.43	12.69	11.94	11.94	11.66	10.89
	Index	100	69	158	115	108	108	106	99
			*	*	*			*	*
Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	2490	10	11	5	55	55	30	33
	Weighted (000)	12079	39	38	16	256	256	139	133
	Horz %	100.00	0.32	0.32	0.13	2.12	2.12	1.15	1.10
	Vert %	5.02	6.27	8.02	4.53	6.89	6.89	8.53	7.11
	Index	100	125	160	90	137	137	170	142

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
			*	*	*				
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	8982	34	23	15	152	152	66	97
	Weighted (000)	46737	149	104	58	746	746	278	458
	Horz %	100.00	0.32	0.22	0.12	1.60	1.60	0.60	0.98
	Vert %	19.41	24.10	21.77	16.60	20.11	20.11	17.04	24.54
	Index	100	124	112	86	104	104	88	126
			*	*	*			*	
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5976	19	18	4	103	103	42	68
	Weighted (000)	31131	83	86	18	509	509	186	371
	Horz %	100.00	0.27	0.28	0.06	1.63	1.63	0.60	1.19
	Vert %	12.93	13.39	18.02	5.22	13.71	13.71	11.35	19.89
	Index	100	104	139	40	106	106	88	154
			*	*	*			*	
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5902	20	17	4	93	93	35	50
	Weighted (000)	31417	109	72	19	477	477	149	282
	Horz %	100.00	0.35	0.23	0.06	1.52	1.52	0.48	0.90
	Vert %	13.05	17.62	15.07	5.52	12.84	12.84	9.15	15.10
	Index	100	135	115	42	98	98	70	116
			*	*	*			*	
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	6287	20	20	3	101	101	40	59
	Weighted (000)	33490	101	87	21	527	527	184	336
	Horz %	100.00	0.30	0.26	0.06	1.57	1.57	0.55	1.00
	Vert %	13.91	16.28	18.31	6.05	14.20	14.20	11.27	18.02
	Index	100	117	132	43	102	102	81	130
			*	*	*			*	
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5223	23	16	7	98	98	50	56
	Weighted (000)	26008	104	71	30	486	486	218	285
	Horz %	100.00	0.40	0.27	0.11	1.87	1.87	0.84	1.10
	Vert %	10.80	16.86	14.82	8.60	13.10	13.10	13.33	15.29
	Index	100	156	137	80	121	121	123	142
			*	*	*			*	
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4855	17	15	2	75	75	33	46
	Weighted (000)	25254	86	76	14	426	426	174	279
	Horz %	100.00	0.34	0.30	0.05	1.69	1.69	0.69	1.10
	Vert %	10.49	13.94	15.81	3.99	11.47	11.47	10.64	14.96
	Index	100	133	151	38	109	109	101	143
			*	*	*			*	
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6785	30	28	12	124	124	54	69
	Weighted (000)	34124	137	139	30	555	555	185	373
	Horz %	100.00	0.40	0.41	0.09	1.63	1.63	0.54	1.09
	Vert %	14.17	22.18	29.06	8.54	14.96	14.96	11.30	20.00
	Index	100	156	205	60	106	106	80	141
			*	*	*			*	
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4286	19	13	1	70	70	39	40
	Weighted (000)	21507	99	57	1	381	381	184	197
	Horz %	100.00	0.46	0.27	0.00	1.77	1.77	0.86	0.92
	Vert %	8.93	15.96	11.94	0.20	10.26	10.26	11.26	10.58
	Index	100	179	134	2	115	115	126	118
			*	*	*			*	
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6264	24	23	2	107	107	45	71
	Weighted (000)	33395	137	92	7	549	549	209	355
	Horz %	100.00	0.41	0.28	0.02	1.64	1.64	0.63	1.06
	Vert %	13.87	22.17	19.26	1.92	14.79	14.79	12.81	19.03
	Index	100	160	139	14	107	107	92	137
			*	*	*			*	
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4657	17	12	2	74	74	31	44
	Weighted (000)	23645	95	49	5	312	312	123	233
	Horz %	100.00	0.40	0.21	0.02	1.32	1.32	0.52	0.99
	Vert %	9.82	15.38	10.30	1.50	8.41	8.41	7.50	12.52
	Index	100	157	105	15	86	86	76	127

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
			*	*	*			*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	3958	17	12	8	69	69	36	45
	Weighted (000)	19616	63	53	28	250	250	109	165
	Horz %	100.00	0.32	0.27	0.14	1.28	1.28	0.56	0.84
	Vert %	8.15	10.16	11.19	8.07	6.75	6.75	6.67	8.86
	Index	100	125	137	99	83	83	82	109
			*	*	*			*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5541	20	21	11	99	99	44	61
	Weighted (000)	27802	90	89	35	406	406	159	303
	Horz %	100.00	0.32	0.32	0.13	1.46	1.46	0.57	1.09
	Vert %	11.55	14.55	18.65	10.07	10.94	10.94	9.73	16.23
	Index	100	126	162	87	95	95	84	141
			*	*	*			*	*
Have Seen Video Ads in Airports - Past Month	Unwgt'd	4033	18	11	7	72	72	37	34
	Weighted (000)	18664	83	29	24	263	263	144	150
	Horz %	100.00	0.45	0.15	0.13	1.41	1.41	0.77	0.80
	Vert %	7.75	13.44	6.00	6.94	7.08	7.08	8.84	8.06
	Index	100	173	77	90	91	91	114	104
			*	*	*			*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8262	31	23	16	142	142	59	77
	Weighted (000)	40582	106	77	44	526	526	215	369
	Horz %	100.00	0.26	0.19	0.11	1.30	1.30	0.53	0.91
	Vert %	16.85	17.16	16.13	12.56	14.17	14.17	13.16	19.79
	Index	100	102	96	75	84	84	78	117
			*	*	*			*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3589	16	10	2	54	54	24	34
	Weighted (000)	18074	72	40	5	197	197	77	191
	Horz %	100.00	0.40	0.22	0.03	1.09	1.09	0.43	1.06
	Vert %	7.51	11.68	8.36	1.50	5.32	5.32	4.74	10.26
	Index	100	156	111	20	71	71	63	137
			*	*	*			*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3463	18	12	3	57	57	27	34
	Weighted (000)	16741	86	43	8	221	221	95	171
	Horz %	100.00	0.51	0.25	0.05	1.32	1.32	0.57	1.02
	Vert %	6.95	13.93	8.92	2.31	5.94	5.94	5.82	9.20
	Index	100	200	128	33	85	85	84	132
			*	*	*			*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5006	19	15	6	81	81	41	45
	Weighted (000)	25416	82	65	13	314	314	128	189
	Horz %	100.00	0.32	0.26	0.05	1.23	1.23	0.50	0.74
	Vert %	10.56	13.24	13.58	3.70	8.45	8.45	7.85	10.12
	Index	100	125	129	35	80	80	74	96
			*	*	*			*	*
Have Seen Ads on Billboards - Past Month	Unwgt'd	24747	81	79	63	446	446	230	256
	Weighted (000)	122681	334	306	209	2030	2030	926	1064
	Horz %	100.00	0.27	0.25	0.17	1.65	1.65	0.75	0.87
	Vert %	50.95	54.00	64.15	60.16	54.70	54.70	56.65	57.04
	Index	100	106	126	118	107	107	111	112
			*	*	*			*	*
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	11300	34	35	26	177	177	89	103
	Weighted (000)	52460	152	147	95	825	825	377	474
	Horz %	100.00	0.29	0.28	0.18	1.57	1.57	0.72	0.90
	Vert %	21.79	24.68	30.77	27.30	22.24	22.24	23.07	25.42
	Index	100	113	141	125	102	102	106	117
			*	*	*			*	*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7513	29	20	19	128	128	64	69
	Weighted (000)	33802	128	62	71	596	596	260	318
	Horz %	100.00	0.38	0.18	0.21	1.76	1.76	0.77	0.94
	Vert %	14.04	20.77	12.98	20.38	16.07	16.07	15.91	17.08
	Index	100	148	92	145	114	114	113	122

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
			*	*	*			*	*
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3860	13	7	8	59	59	31	25
	Weighted (000)	17253	56	22	24	271	271	111	116
	Horz %	100.00	0.32	0.13	0.14	1.57	1.57	0.64	0.67
	Vert %	7.17	8.99	4.69	6.89	7.30	7.30	6.79	6.22
	Index	100	125	66	96	102	102	95	87
			*	*	*			*	*
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	6144	22	16	11	95	95	49	52
	Weighted (000)	27714	103	54	29	438	438	164	225
	Horz %	100.00	0.37	0.20	0.10	1.58	1.58	0.59	0.81
	Vert %	11.51	16.68	11.34	8.23	11.81	11.81	10.01	12.09
	Index	100	145	99	71	103	103	87	105
			*	*	*	*	*	*	*
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	2895	9	4	1	38	38	15	16
	Weighted (000)	14322	38	33	3	266	266	90	106
	Horz %	100.00	0.27	0.23	0.02	1.86	1.86	0.63	0.74
	Vert %	5.95	6.21	6.90	0.82	7.18	7.18	5.48	5.69
	Index	100	104	116	14	121	121	92	96
			*	*	*			*	*
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt'd	7781	26	21	18	120	120	65	70
	Weighted (000)	38266	115	72	58	476	476	265	287
	Horz %	100.00	0.30	0.19	0.15	1.24	1.24	0.69	0.75
	Vert %	15.89	18.56	15.06	16.70	12.82	12.82	16.23	15.38
	Index	100	117	95	105	81	81	102	97
			*	*	*			*	*
Have Seen Ads on Postcards - Past Month	Unwgt'd	5833	18	18	11	98	98	46	55
	Weighted (000)	27321	77	52	31	374	374	174	244
	Horz %	100.00	0.28	0.19	0.11	1.37	1.37	0.64	0.89
	Vert %	11.35	12.39	10.94	8.87	10.08	10.08	10.65	13.11
	Index	100	109	96	78	89	89	94	116
			*	*	*			*	*
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt'd	12452	40	40	27	229	229	124	137
	Weighted (000)	62134	168	176	81	1029	1029	538	657
	Horz %	100.00	0.27	0.28	0.13	1.66	1.66	0.87	1.06
	Vert %	25.81	27.26	36.86	23.22	27.74	27.74	32.91	35.25
	Index	100	106	143	90	107	107	128	137
			*	*	*			*	*
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt'd	8769	30	33	21	159	159	77	78
	Weighted (000)	43591	112	146	68	662	662	290	378
	Horz %	100.00	0.26	0.33	0.16	1.52	1.52	0.67	0.87
	Vert %	18.10	18.14	30.54	19.55	17.84	17.84	17.77	20.27
	Index	100	100	169	108	99	99	98	112
			*	*	*			*	*
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	11245	39	44	29	210	210	102	110
	Weighted (000)	55588	130	177	92	870	870	363	523
	Horz %	100.00	0.23	0.32	0.17	1.57	1.57	0.65	0.94
	Vert %	23.09	21.05	37.08	26.61	23.45	23.45	22.22	28.02
	Index	100	91	161	115	102	102	96	121
			*	*	*			*	*
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15945	52	44	33	287	287	147	173
	Weighted (000)	79810	205	185	115	1278	1278	581	790
	Horz %	100.00	0.26	0.23	0.14	1.60	1.60	0.73	0.99
	Vert %	33.15	33.17	38.69	33.03	34.43	34.43	35.57	42.36
	Index	100	100	117	100	104	104	107	128
			*	*	*			*	*
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	11680	36	34	30	197	197	104	126
	Weighted (000)	57496	152	154	106	932	932	468	605
	Horz %	100.00	0.26	0.27	0.18	1.62	1.62	0.81	1.05
	Vert %	23.88	24.57	32.27	30.55	25.11	25.11	28.66	32.43
	Index	100	103	135	128	105	105	120	136

RAB / GfK MRI AUTO PROFILE: CADILLAC

		Adults 18+	Own/Lease Cadillac CTS/CTS Wagon	Own/Lease Cadillac Escalade	Own/Lease Cadillac SRX	Own/Lease any Cadillac	Most recent vehicle bought/leased is Cadillac	Decision maker for any Cadillac bought/leased new	Would buy/lease new Cadillac if making decision today
				*	*	*			
Have Seen Infomercials - Past Month	Unwgt'd	9980	35	30	21	174	174	91	111
	Weighted (000)	49971	164	134	97	768	768	343	480
	Horz %	100.00	0.33	0.27	0.19	1.54	1.54	0.69	0.96
	Vert %	20.75	26.50	28.09	27.98	20.70	20.70	21.01	25.72
	Index	100	128	135	135	100	100	101	124
					*				
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	20473	60	57	46	360	360	185	218
	Weighted (000)	99869	221	247	169	1526	1526	730	927
	Horz %	100.00	0.22	0.25	0.17	1.53	1.53	0.73	0.93
	Vert %	41.48	35.76	51.78	48.67	41.14	41.14	44.67	49.71
	Index	100	86	125	117	99	99	108	120
			*	*	*			*	*
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4438	17	8	5	62	62	25	45
	Weighted (000)	24118	78	33	28	284	284	120	259
	Horz %	100.00	0.32	0.14	0.12	1.18	1.18	0.50	1.07
	Vert %	10.02	12.55	6.87	8.06	7.65	7.65	7.33	13.88
	Index	100	125	69	80	76	76	73	139
			*	*	*			*	*
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	18649	66	49	45	344	344	183	196
	Weighted (000)	91632	280	160	160	1477	1477	766	829
	Horz %	100.00	0.31	0.18	0.18	1.61	1.61	0.84	0.90
	Vert %	38.06	45.30	33.60	46.18	39.80	39.80	46.90	44.43
	Index	100	119	88	121	105	105	123	117
			*	*	*			*	*
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11567	37	38	21	188	188	95	118
	Weighted (000)	58165	144	144	65	813	813	402	556
	Horz %	100.00	0.25	0.25	0.11	1.40	1.40	0.69	0.96
	Vert %	24.16	23.31	30.09	18.77	21.91	21.91	24.60	29.83
	Index	100	96	125	78	91	91	102	123